



**National Highway Traffic Safety Administration**  
**HVE Impaired Driving Campaign/“Drive Sober or Get Pulled Over”**  
**Third Quarter/Fourth Quarter 2014 Crackdown Media Work Plan**

**Executive Summary**

As we did last year, NHTSA will be purchasing media for the third and fourth quarters together. Placing the two buys together affords the Agency a larger dollar amount with which to negotiate and develop more efficient plans. It also allows for more added-value opportunities. This media plan calls for the use of several platforms; broadcast, radio, and digital in order to reach the highest at risk segments of the target audience. The plan calls for the use of video to be distributed via television and digital channels. In addition radio is recommended to extend reach, and to build frequency of message.

Television execution will be primarily through select cable networks that have a high young male audience. FOX, with its younger skew, will be the only English language broadcast network using entertainment programming. Sports, especially NFL and NBA, will use the FOX and CBS networks. Sports will also be included on cable buys with networks such as ESPN and NBC Sports Network.

The Newly Arrived Latino target will be reached using broadcast (Univision & Unimas) and cable (Galavision) television networks. Spanish language radio networks will be used along with radio capsules (vignettes), and digital channels will be employed as well. Hispanic personalities will help deliver the message along with other non-traditional vehicles.

The radio execution will use networks that will use music and sports formats with the majority of affiliates being FM. Radio personalities will also present the “Drive Sober” message via radio PSAs and their social networks.

The online plan will focus on publisher direct, web-based television, portals, social and video. Publisher sites will help convey the NHTSA message via content that their users/viewers will relate to.

We recommend that states not devote much money to radio; since radio will be covered in the national buys. We will also be covering cable heavily in the national plan. States should focus more on television buys on broadcast affiliates. In order to reach the Latino audience, we recommend states use local Spanish language media outlets that skew to the young male target such as Spanish language television affiliates, local radio stations that broadcast in Spanish, as well as digital properties that reach the non-aculturated young male who speaks Spanish as his primary language. For online, states level should consider sites other than those on the national plan as many excellent sites exist that will not be on the national plan. Television remains the primary medium, but the use of the Internet to view video is increasing steadily, and the targeting capability of online video will allow NHTSA and states to efficiently reach the target audience.



To reach the mid-life motorcyclist, states should use local media outlets that skew to men 45-64. Traditional media such as television and radio with sports programming being a focus will work well. However, this target audience use of digital media is increasing and sites such as ESPN and Bleacher Report are worth considering.

The third and fourth quarter plans/buys are similar in they target the same audiences. The primary difference between the two campaigns is the heavier use of sports during the Holiday plan. In December sports opportunities include the NFL and NBA.

### **Crackdown Period**

By campaign the crackdown enforcement periods will be –

Labor Day Campaign: Friday August 15<sup>th</sup> to Monday September 1<sup>st</sup>

Holiday Campaign: Friday December 12<sup>th</sup> to Thursday January 1<sup>st</sup>

### **Advertising Period**

#### **Labor Day Campaign**

Flight dates will be:

Wednesday August 13<sup>th</sup> to Sunday August 17<sup>th</sup>

Wednesday August 20<sup>st</sup> to Sunday August 24<sup>th</sup>

Wednesday August 27<sup>th</sup> to Monday September 1<sup>st</sup> (Labor Day)

#### **Holiday Campaign**

Flight dates will be:

Wednesday, December 10<sup>th</sup> to Sunday, December 14<sup>th</sup>

Wednesday, December 17<sup>th</sup> to Sunday, December 21<sup>st</sup>

Wednesday, December 24<sup>th</sup> to Wednesday, December 31<sup>st</sup>

### **Budget**

Total working paid media budget for the two campaigns is \$20,514,206. The 3Q budget will be allocated 64%, or \$13,129,091 of the total budget, and the 4Q budget will be allocated 36% of the budget, or \$7,385,115. These percentages are in line with previous 3Q/4Q campaigns.

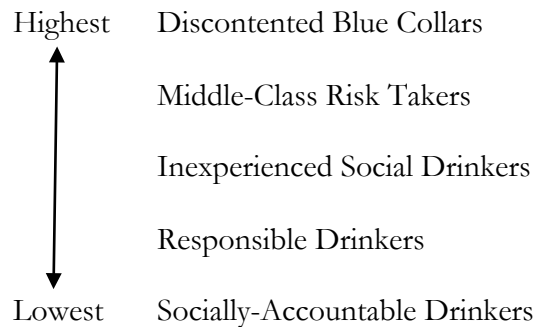


## **Target Profile**

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars

Relative degrees  
of “at risk”



Along with these five “At Risk” groups we need to include the high-risk group of “Mid-life Motorcyclists”. The “Mid-life Motorcyclists”, for targeting in the third quarter, will be addressed as a separate target audience.

In addition to the primary audiences described above, we will also target the following secondary audiences:

- Newly arrived Latino immigrants, men 21-34



### **Demographic Profile**

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old
6. Midlife Motorcyclists: Men 45-64 years old
7. Newly Arrived Latino Immigrants 21-34 years old

This plan will be written to target the common demographic of men 21-34 for the three highest “at risk” groups: Discontented Blue Collar, Middle-Class Risk Takers and Inexperienced Social Drinkers. In addition, we will target the Midlife Motorcyclists as a separate, older target in the third quarter.

### **Media Purchasing Demographic**

Primary: Men 18 – 34 and,  
Men 35-64 (Motorcyclists)  
Secondary: Hispanic men 18 – 34

### **Geography**

The total \$20,514,206 budget is to be allocated to national advertising only. No state/local media will be purchased out of this budget.

### **Media to be Considered**

Due to the very tight flighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

Network Television  
Broadcast  
Cable  
Programmatic  
Satellite

Digital  
Video Games  
Online  
Mobile

Network Radio  
Terrestrial  
Online  
Mobile Satellite



## **Overall Media Strategy**

### **Young Men**

Continue to generate frequency in order to affect behavioral change. Maximize reach at the 8+ effective frequency level.

Use select broadcast programming (i.e. animation, sports, comedy) and high composition men 18-34 cable networks.

Use radio to extend reach off of the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium, and to reach light users of television.

### **Motorcycle Rider**

Identify/utilize key television networks that have a high composition of the older motorcycle rider target.

## **Network TV Strategy**

Television still represents a very strong medium to reach the young male target. Trends show a migration to other platforms for video content and we see a reduction in television audiences in cable and broadcast. Therefore, we recommend reducing slightly the budget allocation to television in favor of alternative video delivery methods.

Research from the Nielsen March 2014 Cross-Platform report indicates that traditional television still accounts for the majority of time spent with a platform. The chart below looks at a week in the life of the total US population weekly time spent in hour: minutes.

	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV	24:16	20:41	22:27	27:36	33:40	43:56	50:34
Timeshifted TV	2:21	1:51	1:48	3:34	3:57	4:01	3:10
DVD	2:02	1:00	0:56	1:26	1:17	0:56	0:34
Game Console	2:37	3:47	3:38	2:41	1:06	0:27	0:06
Internet/Comp.	0:20	0:43	4:26	5:45	6:14	5:22	3:04
Video/Internet	0:11	0:19	1:32	1:31	1:07	0:47	0:18
Video/Mobile	n/a	n/a	0:19	0:13	0:08	0:04	0:00

The Cross-Platform Report March 2014



We see the same skew in time spent to traditional television with Hispanics as well. This information from the Cross-Platform Report is based on monthly time spent vs. weekly as in the chart above.

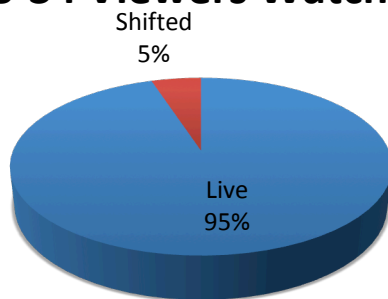
	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV	105:38	83:11	99:28	112:38	128:59	160:23	216:13
Timeshifted TV	8:58	6:13	6:47	10:13	11:23	10:03	9:35
DVD	9:08	4:47	4:14	5:40	5:03	3:50	2:04
Game Console	10:54	15:35	16:05	10:03	3:22	1:44	0:31
Internet/Comp.	4:07	7:31	28:10	25:23	24:51	25:41	18:07
Video/Internet	4:34	4:56	15:01	11:06	7:24	9:27	4:34
Video/Mobile	n/a	n/a	2:51	1:52	1:22	0:56	4:08

The Cross-Platform Report March 2014

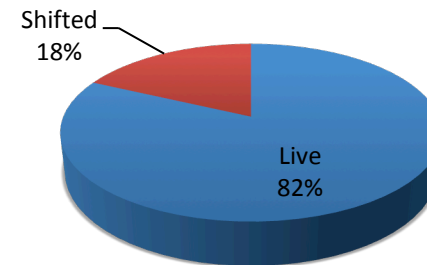
Sports programming, especially live sports, will continue to play an important part in the “Drive Sober” media plan. Not only do sports skew very male, but they also enjoy a very heavy amount of live viewing.

Using NBA on TNT as an example we see the vast majority of viewing is live compared to broadcast and cable television.

### 95% of regular Season M18-34 Viewers Watch Live

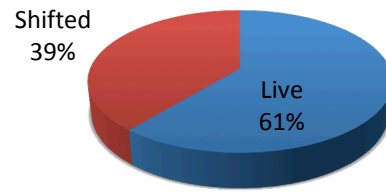


### 82% of Cable M18-34 Viewers Watch Live





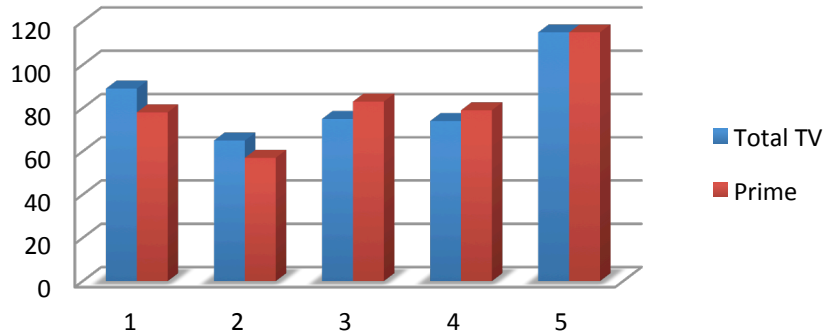
## 61% of Broadcast M18-34 Viewers Watch Live



Source: Nielsen Media Research thru Star 10/29/13 – 4/15/14 vis Turner Sports

Television usage for the two heaviest viewing quintiles falls under a 100 index with the exception of the Mid-Life Motorcyclist. Though television heavy users under index for total television, as well as prime, some specific programming performs very well in reaching these audiences.

## Heavy TV User Quintile



Source: 2013 Gfk MRI Doublebase

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Mid-Life Motorcyclists

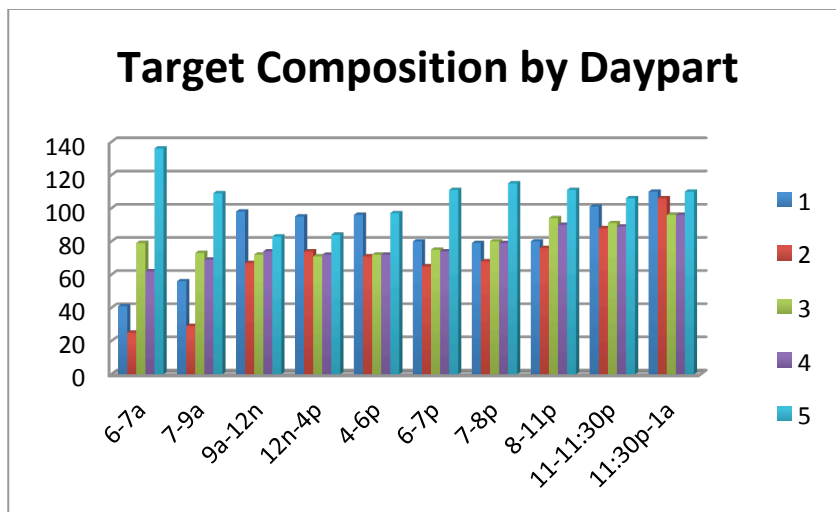


### Broadcast

Broadcast still provides NHTSA with the greatest source of reach with the use of select dayparts and programming.

The following charts look at daypart performance on a composition basis and a reach basis.

The chart below looks at the index (% composition vs. all adults) for each daypart for each of the segmented target audiences. On a composition basis late night tends to have a higher composition of our younger male target than other times of the day.



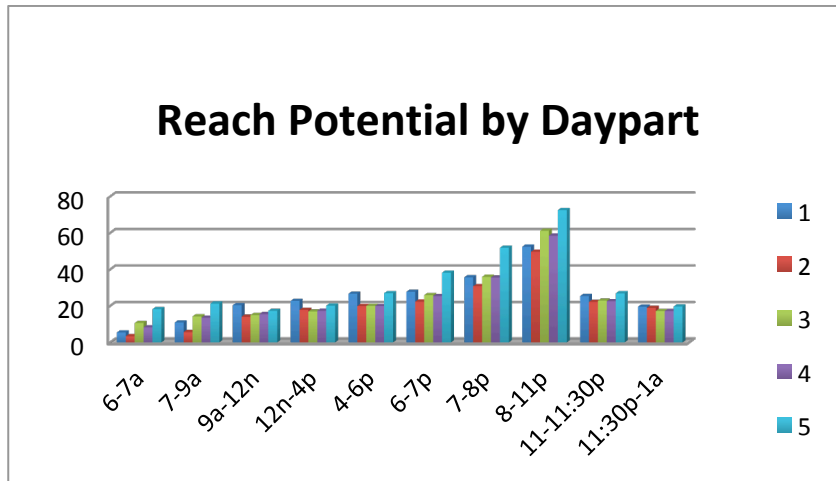
Source: 2013 Gfk MRI Doublebase

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 - Midlife Motorcyclists





When we look at the reach potential afforded by each of the dayparts prime is still the reach leader.



Source: 2013 Gfk MRI Doublebase

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 - Midlife Motorcyclists

We will use those dayparts that have a high composition of the target audiences (i.e. late night) and those that generate high reach (i.e. prime).



Within the Prime, Late Night and Sports dayparts there are a number of programs that index very high to our primary audience of “Discontented Blue Collar” that also perform well against the other segments

<u>Program</u>	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Midlife Motorcyclists</u>
<b><u>Prime</u></b>					
<b><u>Cable</u></b>					
Adult Swim –Family Guy	233	340	127	159	75
Adult Swim – King of the Hill	290	306	128	141	105
Adult Swim – Robot Chicken	356	378	117	142	74
Comedy Central – The Colbert Report	114	211	108	112	92
Comedy Central – The Daily Show	93	207	108	110	103
Comedy Central – South Park	221	397	119	151	96
Discovery Channel – American Chopper	173	126	124	126	230
FX – FX Prime Movie	143	130	105	117	159
History Channel – American Pickers	74	94	89	83	186
MTV – Real World	150	219	121	173	50
TBS – Conan	134	254	136	175	67
TBS – Family Guy	208	286	135	163	92
TruTV – Operation Repo	182	135	117	134	141
<b><u>Broadcast</u></b>					
American Dad	316	238	133	162	74
The Cleveland Show	168	171	125	154	97
Cops	137	117	96	87	119
Family Guy	248	248	136	166	83
The Simpsons	232	166	136	157	97
<b><u>Sports</u></b>					
ESPN – NFL Live	183	195	113	122	135
ESPN2 – Mike & Mike	86	142	118	125	151
NFL Weekend Games	101	107	102	100	134
WWE Wrestling	227	146	121	128	128
MMA	168	239	140	155	180

Source: 2013 Gfk MRI Doublebase



### Cable

Cable network television offers several networks that perform well against our targets, and help to build reach by virtue of the number of networks used, and builds frequency by virtue of the lower unit rates.

Based on a ranker of men 18-34 the following are the top 20 cable networks based on audience within the primetime daypart for the 2012/2013 season Vs. the 2013-2014 season to date.

<b><u>Network</u></b>	<b><u>2013-2014</u></b>	<b><u>2012-2013</u></b>	<b><u>% Diff.</u></b>
ESPN	390	353	+10.5
TBS	289	293	-1.4
Adult Swim	275	298	-7.8
Comedy Central	264	243	+8.6
AMC	244	175	+39.4
USA	237	262	-9.5
FX	230	249	-7.6
TNT	220	238	-7.6
Discovery	168	191	-12.2
History	167	199	-16.1
A&E	154	181	-15.0
Spike	150	140	+7.1
SYFY	120	117	+2.5
MTV	116	143	-18.9
Family	110	110	00.0
Nickelodeon	107	104	+2.9
Cartoon Network	104	127	-18.2
Nick @ Nite	89	104	-14.5
TruTV	87	118	-25.3
VH1	79	70	+12.8

Source: Nielsen via Discovery Channel



We do see that cable audiences continue to erode in prime time with a few exceptions. On the positive side cable networks offer NHTSA more of an opportunity to reach all segments of the target audience.

<u>Network</u>	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Midlife Motorcyclists</u>
	<u>Index</u>	<u>Index</u>	<u>Index</u>	<u>Index</u>	<u>Index</u>
Adult Swim	230	360	124	156	91
Cartoon Network	160	168	143	147	54
CBS Sports Net.	102	128	91	82	161
CMT	85	86	97	93	121
Comedy Central	127	251	123	143	111
Discovery	92	111	102	100	149
ESPN	106	140	102	103	135
ESPN2	106	163	99	103	146
ESPNews	110	151	110	112	137
FX	133	195	122	137	123
History Channel	90	120	96	94	159
MLB Network	45	135	90	95	145
MTV	142	207	132	165	37
NBA TV	153	198	110	113	91
NFL Network	92	173	109	116	126
TBS	100	127	108	113	103
truTV	127	155	118	123	134
USA	106	117	104	109	114

2013 Gfk MRI Doublebase



The following networks not only enjoy a high index against each segmented audience, but also deliver a large amount of reach against each group. Highlighted in yellow are the two highest reach networks (Discovery & History) for reaching the 45-64 year old Mid-Life Motorcyclist.

<u>Network</u>	<u>Discontented Blue Collars</u> %	<u>Middle-Class Risk-Takers</u> %	<u>Inexperienced Social Drinkers</u> %	<u>Responsible Drinkers</u> %	<u>Midlife Motorcyclists</u> %
Adult Swim	18.45	28.91	9.94	12.55	7.30
Comedy Central	19.65	38.84	19.06	22.13	17.11
Discovery Channel	27.58	33.27	30.81	30.23	44.94
ESPN	31.10	41.25	29.85	30.39	39.65
ESPN2	18.28	28.09	17.06	17.80	25.21
FX	24.24	35.49	22.17	24.97	22.38
History Channel	31.27	41.38	33.11	32.64	54.87
MTV	20.92	30.39	19.36	24.26	5.38
TBS	7.85	14.72	9.30	9.91	10.70
truTV	16.91	20.64	15.78	16.43	17.84
USA	26.59	29.57	26.25	27.37	28.77

Source: 2013 Gfk MRI Doublebase

### **Network Radio Strategy**

Radio will serve as a secondary medium to increase our reach while generating higher levels of frequency.

Radio is a very good compliment to television as radio's "prime time" is during the day Vs. television's heavy usage time of prime and late night. Radio is also the #1 medium of choice Monday – Friday, 6a-6p.

Based on a quintile analysis of the top two heavy usage quintiles we see that radio indexes above 100 for most segments.

	<u>Discontented Blue Collars</u> Index	<u>Middle-Class Risk-Takers</u> Index	<u>Inexperienced Social Drinkers</u> Index	<u>Responsible Drinkers</u> Index	<u>Midlife Motorcyclists</u> Index
Quintile I & II	113	103	110	108	113



Top performing radio formats for the highest at risk group are CHR, Rock and Urban.

	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Midlife Motorcyclists</u>
	Index	Index	Index	Index	Index
Alternative	109	196	145	167	85
CHR	162	170	147	168	28
Classic Rock	123	162	114	101	218
Country	87	96	109	118	117
Rock	146	203	145	156	138
Sports	36	75	115	108	155
Urban	192	179	123	140	34

Source: 2013 Gfk MRI Doublebase

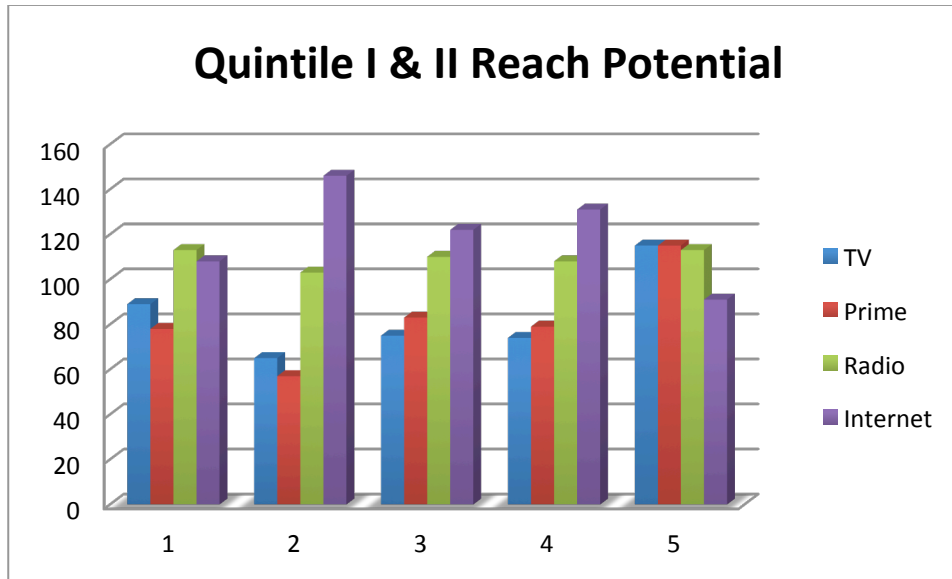
### **Digital Media Strategy**

The digital strategy will be to build the “Drive Sober or Get Pulled Over” brand.

In order to build the “Drive Sober” brand digitally the plan will need to generate engagement, and motivate people to participate in the discussion around driving sober, and the consequences for not doing so.

We will work with online partners such as BuzzFeed, Twitter, YouTube, Crave, Heavy, Revision3, and many others to create content that will foster engagement and start a conversation.

When looking at quintiles I & II for TV, prime, radio and the internet we see that the Internet's reach potential is as high as, or higher, than the other vehicles. The reach potential of the Internet for 21-24 year old Inexperienced Drinkers group is very high, and no other medium comes close to the reach level.



Source: 2013 Gfk MRI Doublebase

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Midlife Motorcyclists

The target segments all use a number of devices to access the Internet. The computer and cellphones are used the most, but game consoles are used at a significant level as well.

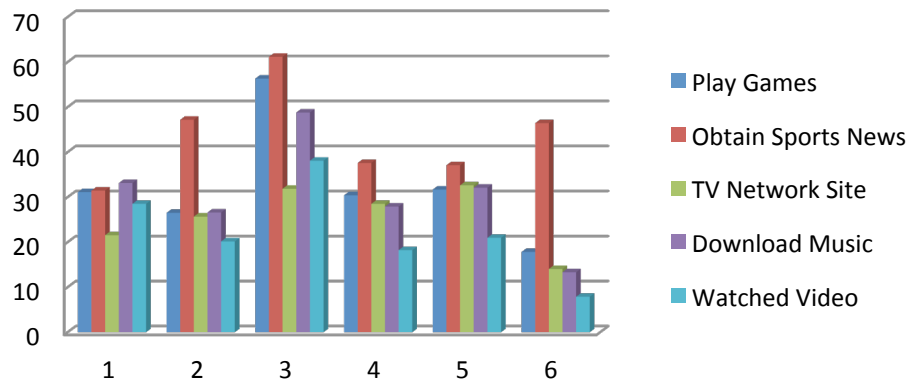
	Discontented Blue Collars	Middle-Class Risk-Takers	Inexperienced Social Drinkers	Responsible Drinkers	Midlife Motorcyclists
	% Reach	% Reach	% Reach	% Reach	% Reach
Desktop Computer	39.73	50.80	57.44	54.95	59.67
Laptop	49.75	64.19	62.47	63.65	53.60
Smartphone	53.01	71.92	66.52	71.69	39.21
Tablet	6.83	15.90	21.47	20.36	13.69
Video Game Console	14.12	25.42	10.79	13.36	3.49

Source: 2013 Gfk MRI Doublebase

Some of the activities the target groups perform online are detailed in the next chart. All of these present content opportunities to reach a large number of members of these target groups.



## Reach Potential of Online Activities



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Midlife Motorcyclists

We will continue to use video, as well as banner advertising on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.

### Media Dollar Allocation

Use of digital media is very high among the members of the target audience, especially the 21-34 and 21-24 segments. The quintile analysis indicates that the Internet provides the highest potential reach for many of the segmented target audience groups. For the Discontented Blue Collar segment Internet enjoys the second highest reach potential. Dollars will be allocated as close to as follows in order to achieve the communication goals for our many segmented targets.

The higher allocation to broadcast television for the Holiday campaign reflects NFL/NBA buys on broadcast networks.

#### Labor Day Campaign

Broadcast/Cable Television	50%
Radio	12%
Hispanic	6%
Digital/Online	32%

#### Holiday Campaign

Broadcast Television	55%
Radio	12%
Hispanic	7%
Digital/Online	26%





Our use of traditional media will continue to represent the majority of our advertising effort with the majority of that involved with television.

This allocation should deliver the following reach & frequency by measured medium against men 18-34 –

Third Quarter

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	73	5.5	402
Radio	46	11.5	528
Total	85	10.9	930

Reach @ 8+ = 37%

Fourth Quarter

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	68	4.2	286
Radio	44	9.0	396
Total	82	8.3	682

Reach @ 8+ = 28%